

Docket No.: 116692005100  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Patent Application of:  
Mariko ADUMA et al.

Application No.: 10/790,249

Confirmation No.: 9890

Filed: March 2, 2004

Art Unit: 3625

For: PRODUCT INFORMATION CONTRAST  
SYSTEM

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Examiner: M. Misiaszek

**AMENDMENT UNDER 37 CFR 1.111**

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This is in response to the non-final Office Action dated July 23, 2007 (Paper No. 20070718). Reconsideration and allowance of the pending claims, as amended, in light of the remarks presented herein are respectfully requested.

Amendments to the Claims begin on page 2.

Remarks begin on page 5.